

-CLASS - CIGARETTES  
 PHILIP MORRIS  
 VOLUME IS EXPRESSED IN COUNTS  
 STATICS: SEE LEGEND  
 DATA 01/02/89 - 12/31/89 488-539

MARKET FACT BOOK ANALYSIS  
 COUPON IMPACT TRACKING

PAGE - 1 PIT, MAR, WIS, TEX, ROM, JUN, SAL, CED  
 MEM, SEA, DET, CLE, LOU, KAN, MIN, DEN  
 PHI ALL

PERIODS ENDING

1/29 2/26 3/26 4/23 5/21 6/18 7/16 8/13 9/10 10/ 8 11/ 5 12/ 3 12/31 TOTAL

CATEGORY - CIGARETTES

	1/29	2/26	3/26	4/23	5/21	6/18	7/16	8/13	9/10	10/ 8	11/ 5	12/ 3	12/31	TOTAL
SHARE OF MARKET (CATEGORY VOLUME)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SHARE OF TOTAL COUPONS REDEEMED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
% VOLUME ON MANUFACTURER COUPON	25.0	25.3	25.1	24.9	25.6	23.5	25.7	24.8	23.7	23.6	25.5	26.5	29.3	25.2

% VOLUME BY

COUPON TYPE:	1/29	2/26	3/26	4/23	5/21	6/18	7/16	8/13	9/10	10/ 8	11/ 5	12/ 3	12/31	TOTAL
MAGAZINE	0.4	1.2	1.0	0.6	0.9	1.1	0.9	1.5	2.2	1.3	1.0	2.2	2.4	1.3
NEWSPAPER	0.1	0.1	0.1	0.2	0.4	0.1	0.1	0.1	0.4	0.1	0.0	0.1	0.1	0.2
FREE-STANDING INSERT	19.4	24.2	21.7	18.6	20.2	22.5	18.1	17.5	20.4	16.9	15.6	13.7	11.2	18.5
DIRECT MAIL	10.3	12.9	13.7	11.8	11.0	17.5	16.0	16.4	12.7	15.2	14.0	14.5	15.8	13.9
ON-PACK/IN-PACK	0.9	0.6	1.0	0.6	0.8	0.9	0.3	1.0	1.4	2.1	1.0	1.5	1.7	1.0
INSTANT REDEEMABLE	67.2	58.6	60.8	65.2	64.0	55.0	60.9	59.8	60.5	61.6	65.8	64.2	66.1	62.3
OTHER	1.8	2.4	1.8	2.9	2.7	3.0	3.7	3.8	2.5	2.8	2.6	3.9	2.6	2.8

% VOLUME BY COUPON

VALUE:	1/29	2/26	3/26	4/23	5/21	6/18	7/16	8/13	9/10	10/ 8	11/ 5	12/ 3	12/31	TOTAL
\$0.00-\$0.50	1.1	0.7	1.5	1.3	1.4	1.4	1.7	2.4	1.9	1.2	2.5	2.3	1.8	1.6
\$0.51-\$0.75	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
\$0.76-\$1.00	22.6	22.8	20.5	16.3	21.3	28.9	26.0	24.8	30.5	28.5	30.0	27.4	34.5	25.6
\$1.01-\$1.50	17.0	22.3	16.6	14.2	8.8	7.8	3.9	3.2	2.6	1.5	0.6	0.7	0.7	7.9
\$1.51-\$2.00	50.4	46.1	52.1	56.7	58.1	51.6	59.1	58.8	50.9	53.9	52.3	55.4	47.4	53.3
\$2.01-\$2.50	0.7	0.4	1.6	2.7	3.5	2.8	2.6	3.7	4.3	5.5	4.9	4.9	5.3	3.2
\$2.51-\$3.00	7.0	6.8	6.4	5.8	5.3	6.5	5.8	6.1	7.9	8.4	8.0	8.4	9.3	7.0
\$3.00+	1.2	0.8	1.1	3.1	1.6	1.1	0.8	1.0	1.9	0.9	1.6	0.9	1.0	1.3

1.008  
 0.256  
 1.118  
 1.066  
 0.880  
 1.210  
 1.052  
 1.279

1.82

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